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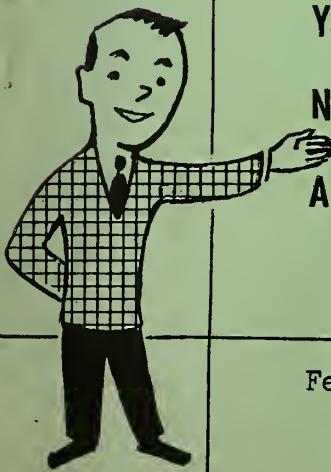


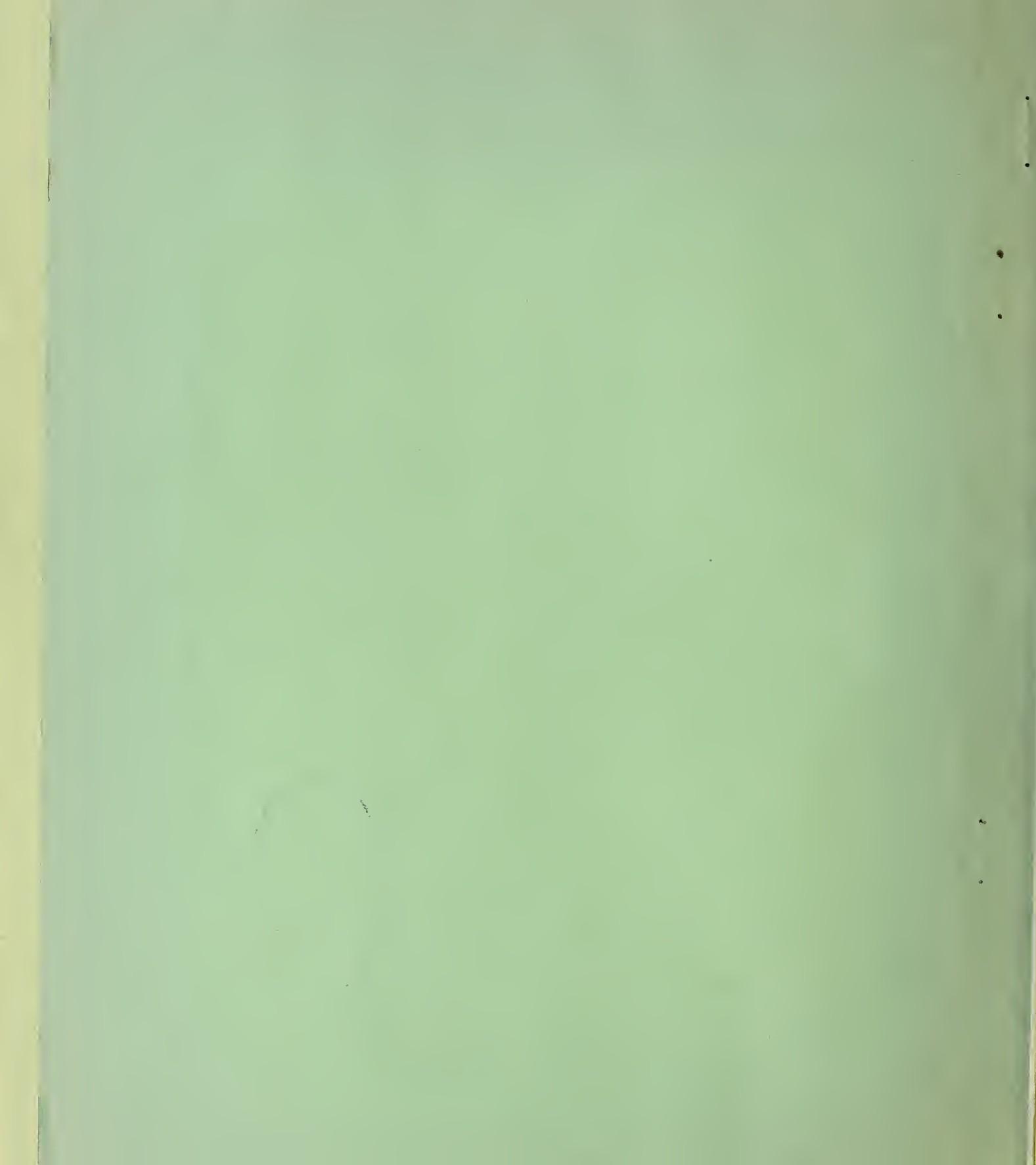
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To State Extension Folks  
at the FES Get-Acquainted Session

THE DIVISION OF INFORMATION PROGRAMS  
Presents

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The Division of Information Programs Presents

932383

The Communications Climate in Which We Work - National

- O IMPROVED mass communications and graphics in the 20th century have cemented America together in an exciting era of progress. This fairly recent upsurge of mass media and audio-visuals has brought amazing change to the habits and thinking of people. It has helped to pyramid the larger dimensions that go with a rising economy, a growing nation, and a better informed population. It has provided many values, much progress, and some headaches. . . . EXTENSION has taken advantage of every communication opportunity in some manner, but only because it has been alert to acquire many new and exacting types of creative competencies. Mass media have presented a larger audience to Extension, widening its potential orbit in urban as well as rural areas. They have made people more media minded. While mass outlets have increased, the number of potential users has built up even faster, thus causing a more intense competition for space and time. Even though most of the mass media costs of Extension messages are borne by advertisers and commercial channels, the costs to Extension are continually rising. . . . THESE factors pose many challenges and problems if Extension keeps pace with its opportunities for developing the resources of people, the land, science, and technology.

The Communications Climate in Which We Work - State and County

- O AGRICULTURAL colleges are equipping themselves for more effective communications. Although many of them still need further strengthening to provide effective services to mass channels, the hot center of the communications challenge has recently moved from the State to the county. . . . COUNTY EXTENSION AGENTS are concentrating more on extremely complicated problems. To a greater extent they are involving people in their planning processes which demands better-informed people. Local pressures for advice and help are building up higher. Extension is going to towns and cities to satisfy demands there. Agents are seeking to reach more and again more people with intricate facts lucidly interpreted. They are turning more to mass media and audio-visuals to help in strengthening direct, intensive types of teaching and also to expand teaching to others not reached directly. . . . THIS situation calls for more and better agent communications training, improved communication services from the institution, and a more effective mass media backdrop by the college and USDA to support agent operations.



The Tools That We Use

In the News and Publications Branch

- O Mass-media Coordination with Programs.-- THE REAL PROOF of mass media teaching value is in its application to, and support of, extension programs. Thus program development in mass communications must mesh in and become a part of State and county plans of work if it is to achieve its purpose of providing for intelligent public understanding of extension and Department of Agriculture programs, policies, and objectives. Extension and farm leadership plan and carry out educational programs. Mass media introduces and interprets these programs to the public and also helps to motivate the necessary action. . . . The extension editor's job, then, is (1) to serve mass media channels with especially prepared information cued to administrative programs; (2) to help develop the necessary supporting information and program materials for agent use; and (3) to make and teach effective use of all communication methods as a means of encouraging their application. . . . This is a three-part job requiring: First, competence in techniques of communicating; secondly, competence in coordinating these techniques into a soundly balanced information program cued to administrative objectives that makes the most effective use of the particular contribution of each communication method; and, thirdly, ability to share with others in training programs the skills of the College's professional communications staff. . . . Our main jobs in FES are to help States teach the skills of effective communications to extension workers; to identify jointly with States difficult communications problems and mutually consider possible solutions; and to serve the mass-media and audio-visual needs of the Cooperative Extension Service in the areas of educational and reporting information.

Publications, An Educational Clincher

- O PUBLICATIONS are the ground-occupying troops of the army of information media. Their function is to gain and help consolidate the ground softened by other media engaged in the struggle for improved practices and better living standards. That is, they reach their objectives if, like the ground soldier, they are properly equipped, exercise the right approach without waste motion, and lunge straight for the mind. . . . In this area, consulting and training activities are carried on with the states as well as with FES. Also FES publications are prepared and edited; and a cooperative arrangement with the USDA Office of Information is advancing the development of research designed to improve USDA popular publications.



Information Contributes  
to Home Economics and 4-H

- O HOME AND YOUTH are America's greatest assets. The major job of home demonstration and 4-H workers is to blend farming and home-making research with education in encouraging informed family and youth action. In addition to using mass media and teaching aids to advance Extension educational objectives in these areas, there is a responsibility to inform the public about aims, methods, and accomplishments as viewed through the eyes of more than 2 million 4-H members and almost 6 million homemakers. The home, mother, child, and family side of Extension is full of warm human interest and vital appeal as well as having deep significance. It's a story that all people want to know about and like to hear. . . . One of our jobs is to tell it effectively and widely, and to train and help extension workers to unfold it to the most important audience of all . . . the home folks on the farm.

The Extension Service Review, An Open Window

- O THE EXTENSION SERVICE REVIEW is the window through which all extension workers may look at what their colleagues are doing to make extension work more effective. It also keeps extension workers informed about current major developments which have an influence upon their teaching work locally.

The Green Administrative Letter

- O THE WEEKLY GREEN LETTER of the administrator is designed to keep State extension directors acquainted with such USDA, including FES, developments, policies, and programs they need to know. It also exchanges information about State activities in relation to such programs, and encourages State adaptations of broad unified extension objectives. In addition to State directors copies also go to agency heads and others with whom FES cooperates in order to give them a picture of Extension progress in relation to their responsibilities as well as a report of Extension endeavors undertaken along the broad front. . . Preparation of the weekly green letter to reflect the aims set by the Administrator is a cooperative undertaking of all FES staff members. Collection of ideas and preparation of copy to emphasize the Administrator's views are delegated to the Division.



In the Audio-Visual Branch

Audio-Visuals - The National Picture

- O IF TEACHING can be flavored with rich, full-bodied experience--with the qualities of freshness, vividness, creativeness, and a sense of personal involvement--then learning is easier, more useable, becomes a part of life's fabric. . . . NEXT to the effectiveness of learning acquired from reality itself is the learning that comes from a feeling that we are the spectators of reality. Audio-visuals encourage that feeling. They bring a reflection of reality into our homes, to our meetings, and on other occasions. . . . TELEVISION does this graphically. It also has had great influence upon other communication techniques, has made people more conscious of the values of pictures. Pictures exploit the human train of acquiring information with the least effort. . . . AUDIO-VISUALS place a premium on creative ideas. But generating the idea is only part of our job. The idea, once conceived must be developed to have practical value. . . . OUR job is to originate ideas for television, radio, and audio-visual materials, to bring them to fruition, see that they are used, and to train extension workers to do the same thing.

Audio-Visuals - The State Picture

- O COUNTY extension workers recognize the values of audio-visuals in all their forms. They realize their importance in making teaching more productive both in face-to-face contacts and in extending helpful messages beyond the restricted orbit of personal and group contacts. This is especially true of newer agents who have been educated in and conditioned to modern ways. They are constantly seeking better audio-visual techniques, ideas, and more effective materials that they can adapt. . . . COLLEGE staff competencies vary greatly. Few colleges have across-the-board specialists qualified to teach all aspects of audio-visuals as a part of the local educational process. We have organized a program designed both to teach the use of audio-visuals and to encourage the institutions to develop similar programs for their agents.



Your Views - Bang Away

- O THE information program is your program. As State leaders you are intimately woven into its fabric of policy, program formulation, and operations, as we and the extension editor are in yours. Your viewpoints are meaningful since no information program can succeed unless it is designed to carry out broad USDA-FES plus State agricultural and home-economics objectives. . . . At this point we expect you to spill over with suggestions, ideas, and frank criticism. It will be a good chance for you to get off your chest the things that have been bothering you about what information work has done or failed to do. Information folks hope to develop better guided muscles and an expanded cerebrum with your help.



Now, Then, How Do You Get Help on Mass  
Communications and Audio-Visuals

O Semiannually a letter from the FES administrator goes to State extension directors asking them to consider their needs for help in various areas of FES staff competencies. Directors are encouraged to discuss this with their staff members and then to return their requests for field consultation, giving the names of the FES folks desired, approximate dates, priority, and the names of State staff members with whom detailed travel arrangements are to be made. Attached to the administrator's letter is a list of FES staff members in travel status and descriptions of the type of assistance they render to States. The list of members of the FES Division of Information Programs who are in travel status, and the type of assistance they offer States, follows:

1. The role of mass and visual communications in our efforts to reach more people, and increase efficiency of the Extension staff in planning with people, in teaching methods and public relations, including information planning, organization and relationship problems . . . . . L. A. Schlup  
Director  
Ralph M. Fulghum  
Assistant Director
2. Radio and Television trends, their effect on our programs, color TV, staff training, program development, etc. . . . . Joseph Tonkin
3. Audio-Visual Aids staff training, demonstrations, planning visual programs . . . . Donald T. Schild
4. Informational support of Extension programs; staff training and program development in mass communications--member of Unit Approach Task Force. . . . . Bryan Phifer
5. Publications staff training and program development . . . . . Lyman Noordhoff
6. Press techniques, special editions, farm pages, etc. . . . . . Bryan Phifer  
Kenneth Goodrich
7. House Organs and feature writing--editor, Extension Service Review . . . . . Catherine Beauchamp
8. Home Economics and Youth Programs--information support . . . . . Frances F. Clingerman



DIVISION OF INFORMATION PROGRAMS

OFFICE OF THE DIRECTOR

Lester A. Schlup, Director  
Ralph M. Fulghum, Assistant Director  
Walter A. Lloyd, Special Reports  
Lawrence E. Sarbaugh, Publications Research  
Florence Gucker, Administrative Assistant  
Helen Kessler, Secretary

AUDIOVISUAL BRANCH

Joseph D. Tonkin, Chief  
Donald T. Schild, Audiovisual  
Training  
Gertrude L. Power, Visual Aids  
Specialist  
Betty Elliott, Secretary

PUBLICATIONS AND NEWS  
MEDIA BRANCH

Bryan Phifer, Chief  
Lyman Noordhoff, Publications  
Training  
Frances Clingerman, 4-H and  
Home Demonstration  
Kenneth Goodrich, Agricultural  
Programs  
Dorothy Bigelow, Information  
Specialist  
Muriel Mullins, Secretary  
Margaret Chesner, Secretary

Magazine Section

Catherine Beauchamp, Editor,  
Extension Service Review  
Frances Haack, Secretary

Editorial Unit

Carter N. Bealer, Editor  
Ellen J. Hall, Assistant  
Editor



